

CDC Button and Badge Requirements and Best Practices

Purpose

This document has been designed to assist Center for Disease Control and Prevention (CDC) employees and contractors who wish to use buttons or badges for their own campaign. Please contact NCHMInteractiveMedia@cdc.gov if you are interested in participating in CDC's button and badge efforts.

Background

Buttons and badges are a simple and cost-effective way to promote campaigns and short health messages to both partner organizations and individuals. By allowing individuals to post a badge or a button on their own site (which would then include a message and URL to the CDC.gov Web site for additional information), they become advocates for your campaign.

A button is a graphic element used to promote campaigns and causes online. A button is created for internal (CDC) and/or external promotion of campaigns and is designed specifically for partners and organizations to use on their Web sites. Buttons help to promote initiatives and drive web traffic back to CDC.gov.

A badge is a graphic that can be posted on an individual's social network profile or personal blog to show support for or affiliation with a cause or issue. Badges differ from buttons in several ways, including the messaging and sizing. The primary difference is that a button is for use by organizations and a badge is for use by individuals.

Due to the varying requirements of creating buttons and badges for several sites, we ask that you work with the Division of eHealth Marketing (DeHM) for project guidance. Both buttons and badges must link to CDC.gov Web sites.

Please see <http://www.cdc.gov/socialmedia/h1n1/buttons.html> for examples of current CDC buttons that were developed for novel H1N1 flu ([additional example shown below](#)).

Process

In order to create a button or a badge, the following information is required:

- target audience,
- graphical image (.jpg or .gif),
- URL,
- campaign name,
- image size (based on type, and location) and
- alternate text description (alt tag) for the image – required for Section 508 compliance.

Social Media Guidelines and Best Practices



With this information the category ID and the HTML code is generated. If you would like your button or badge project translated into Spanish or other languages, please contact NCHMInteractiveMedia@cdc.gov for additional assistance.

Sizing of Buttons and Badges

The common sizes of buttons and badges are listed in the chart below. Sizes may vary depending upon the needs of the target Web site. It is recommended that all buttons and badges are created to fit these standard sizes. See [example](#) below for a table showing the information that is needed for each button or badge.

Standard CDC Button Sizes		
Type of Button	Width	Height
Button--External partners	300	600
Button--External partners	728	90
Button--External partners	300	250
Button External partners	120	600
Button--External partners	120	240
Button-- External partners	160	600
Button-Internal CDC.gov sites	180	150
Button- Internal CDC.gov sites, new template	150	120

Standard CDC Badge Sizes		
Type of Badge	Width	Height
Badge	180	150
Badge	150	120
Badge for use on CDC's MySpace Profile * Please note that this size image thumbnail is required in order for the badge to be posted and offered on the CDC MySpace page. This badge is a thumbnail that is smaller than the actual badge. This image does not need to be coded.	100	83



Clearance

All buttons and badges must be cleared through your normal Center or Office Clearance channels.

Planning Requirements

To use resources effectively, a collaborative planning meeting with DeHM should be arranged to discuss:

1. Target Audience(s):

As with any communications activity, it is important to define your intended target audience(s) in order to develop and communicate messages and graphics that resonate with your audience and prompt them to take action. A unique button or badge can be created for each audience.

For example, the seasonal flu campaign included three products with the following messages:

- Don't get the flu. Don't spread the flu. Get Vaccinated. www.cdc.gov/flu (Button)
- I got my flu vaccine. Have you? Get Vaccinated. cdc.gov/flu (Badge)

Buttons are intended for use on CDC.gov and partner pages. Consider the users of both CDC.gov and the intended partner sites as the primary audience for the button.

Individuals are the primary audience for badges. Individuals can be segmented by age, gender, socio-economic status, ethnicity, etc. It is important to use language and images that appeal to the target audience, therefore encouraging individual users to become public health advocates.

2. Objectives:

It is also important to have clearly defined objectives before creating buttons or badges. Do you want to increase awareness of the topic, expand the reach or further the scope of the message? Defining objectives should guide the image and text design for the button or badge and should also determine which CDC.gov page you are linking to from the button or badge.

3. Button and Badge Decisions

When creating a button or badge, it is helpful to answer the following questions:

- a. Are you going to create a button, a badge or both?
- b. What audience(s) will you be targeting?
- c. What design aspects are important to include?
- d. Do you plan to translate into another language?
- e. What content will you be linking to?

- f. Do you need to develop content and, if so, how long will it take to clear?
- g. How will you promote your product?

4. Design and Usability

All buttons and badges must follow HHS and CDC guidelines for good design and usability, including readable text, font and images that do not distract from the message. For additional information, please see:
http://intranet.cdc.gov/cdcweb/regs_bestpractices/guidance_standards.htm (not accessible outside the CDC network).

Each button or badge is required to have an alternate text description (alt tag) to meet Section 508 compliance in order to make electronic information accessible to persons with disabilities. For additional information about Section 508, please see:
<http://intranet.cdc.gov/cdcweb/usability/508/> (not accessible outside the CDC network). Please ensure that the color choices for the background and text should be of a good color contrast and be readable ([see example](#)).

5. Content

All text displayed on a button or badge should be written in plain language. The text should be short and concise and written in a user-friendly font ([see example](#)).

6. Branding

All buttons and badges should include CDC and HHS logos ([see example](#)).

7. Promotion

The following are recommended promotional activities for buttons and badges:

- a. Including a thumbnail and link on high-profile topic-specific pages.
- b. Including a thumbnail and link in campaign materials.
- c. Working with partners for joint display of the button or badge.
- d. Sending content-specific GovDelivery email updates.
- e. Promotion via the CDC MySpace profile and the CDC_eHealth Twitter profile
- f. Many other ways - please let DeHM know if you have a creative promotional idea for buttons and badges!

Best Practices

- 1. Graphics and Images ([see example](#))
 - a. All graphics and images must appear current and timely.
 - b. Use color and images to catch the eyes of viewers.
 - c. Use large, readable text, in an easy-to-read font.

2. Evaluation

All efforts should be evaluated by reviewing metrics, articulating the lessons learned, and determining whether the effort was successful and met project objectives. Because the code that is generated for each badge includes unique category identification, the click-through metrics can be obtained through Omniture SiteCatalyst.

Example: Button and Badge Design



Social Media Guidelines and Best Practices




Example: Table of information that is needed for each button or badge project:

The information in yellow (audience, language, image thumbnail, URL, image file name, width, height and alt text) must be supplied by the program office.

The items in blue (campaign code, and HTML code) are generated by DeHM. All buttons and badges need to be coded so that when embedded, they link to the URL on CDC.gov. The code also needs to be activated so that metrics can be obtained from Omniture Site Catalyst.

Campaign Title

Date:

Audience (internal, external, bloggers, etc.)	Language	Image thumbnail	URL it Link s to	Image File Name	Width	Heig ht	ALT Text	Campaign Code	HTML Code
Button-- External partners (300x250)	English		http:// www. cdc.g ov/flu	flubadge 3_300x2 50.gif	300	250	Don't get the flu. Don't spread the flu. Get Vaccinated. www.cdc.gov/flu	Partners3	<code></code>